



## Investigating the Effectiveness of Wattpad App on Students' Motivation in Reading

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i></p> <p>Received</p> <p>Revised</p> <p>Accepted</p>	<p>Some students still find it challenging to be motivated to read. Internal and external factors can cause a lack of motivation to read. To motivate students to read, there are several reading platforms to use, one of them is Wattpad. Wattpad is a platform for reading and writing that was developed by Allen Lau and Ivan Yuen in 2006. There are many studies that use Wattpad as a media. However, those studies discuss the effect of the Wattpad app on reading comprehension, extensive reading, or writing ability. Only a few investigate the topic of reading motivation itself. Therefore, the researcher is interested in investigating the effectiveness of the Wattpad app on students' motivation to read. The objective of this research is to know the interplay of the Wattpad app to motivate students to read. This research uses a systematic literature review by collecting 20 journals taken from Google Scholar, ResearchGate, Microsoft Academic, and Science Direct. These journals are then sorted and analyzed to obtain data. The finding of this research is that Wattpad is an effective media to make students motivated to read.</p>
<p><i>Keywords:</i></p> <p><i>Wattpad app</i></p> <p><i>Motivation</i></p> <p><i>reading</i></p>	

## INTRODUCTION

Students' motivation in reading is an essential part of their learning process, especially in language learning. Motivation has always been a major concern for second language researchers and practitioners since it is an individual learner difference that significantly impacts the process of learning a second or foreign language (Ölmez, 2015). Dörnyei (2011) stated that even when all other necessary elements are met, a lack of motivation can have a detrimental effect on language acquisition. Therefore, motivation may be considered a prerequisite for success for second and foreign-language learners. However, it is still difficult for some learners to be motivated in learning, specifically reading. To solve this problem, the rapid development of technology is something that cannot be ignored.

Technology has been used for decades in the educational field. Technology development over time has made it possible for students to engage in various online activities, including reading. Wattpad is a reading application that students can access and download easily on their smartphones. Over a million free books are uploaded on the app, with over 50 languages supported. Despite the criticisms received as being "not real literature," the transactional nature of this platform and the emotional engagement the users experience through the app has made Wattpad a "global sensation" in young adult literature (Permatasari, Wijayanto, & Kristina, 2020). Students can also choose any genres they like to read on Wattpad, so they will feel motivated and start to enjoy reading eventually.

Each technology development brings a problem with it. Kaya, Z., Kaya, S. F., Sağun, & Şen Koç (2019) in their study about teenagers' risk behavior tendencies in the use of Wattpad and some socio-demographic variables, found that students who use the Wattpad application had much greater rates of suicidal tendencies and nutrition habits than students who do not use it. As an online reading platform, Wattpad can change students' reading habits. This change can impact their reading frequency, preferred literary genres, attitudes, behaviors, and values toward family, friends, and surrounding.

Regardless, there are still more researchers that find the positive impact of using Wattpad, for example, to improve literacy skills Apriyani (2020), in her study, showed that the Wattpad application could help students to sharpen literacy skills. Another research, Khasanah (2020), found no significant positive effect of using the Wattpad application on students' reading comprehension. Jusmaya's (2020) study concluded that teaching writing using Wattpad significantly affected students' writing ability. However, in these previous researches, only a few investigate the topic of reading motivation, whereas motivation is an essential thing in the learning process.

According to the explanation above, the gap research for this study is found, bringing up the topic of students' motivation in reading. The objective of this research is to know how effective the Wattpad app is in motivating students to read. The researcher hopes that the findings of this research may help teachers find a fun way to make students motivated and enjoy reading. In addition, it will help students in their learning process.

## METHOD

A qualitative approach was employed in this study. Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of information, and conducts the study in a natural

setting (Creswell, 2014).

### Research Design

This study used a systematic literature review as the research design. A systematic literature review (SLR) identifies, chooses, and evaluates research in order to address a well-defined research issue. (Dewey & Drahota, 2016).

### Subject

Researchers need to find and utilize past research or data sources, such as those published in scholarly journals, papers, and books linked to the research subject.

### Instruments

To collect the data, 20 journals with themes similar to this study were taken from Google Scholar, ResearchGate, Microsoft Academic, and Science Direct.

### Data Analysis

These journals are then sorted and analyzed. This analysis contains theories and discussions centered on the effect of Wattpad applications on students' linguistic abilities that emphasize description, analytical reasoning, and ideas or innovations. The results will be written in the form of findings and discussion.

## FINDINGS

Based on the results of the analysis conducted on 30 journal articles that have been sorted, the findings from the analysis are shown in the table below.

No.	Researcher and Year	Title	Research Result
1.	Ölmez (2015)	An Investigation into the Relationship between L2 Reading Motivation and Reading Achievement	. The study failed to find a meaningful relationship between students' motivation to read and their reading proficiency.
2.	Rahman & Iwan (2019)	Blending Wattpad Platform and English Prose Course in Industrial Revolution Era 4.0	This study's findings demonstrated the existence of intellectual property on Wattpad platforms as digital media resources in the form of prose literary works of diverse genres.
3.	Sari, Wirman, & Adios (2020)	Construction of Reading Meaning for Application User Wattpad Indonesia	This study examined the user's interpretation of the meaning of reading, which is Habit, Required, and Addictive. Wattpad is the sole alternative medium for reading, and according to Jumping Stone, it is the platform that connects the user's masterpiece with readers and transforms them into writers.
4.	Yoesoef (2020)	Cyber Literature: Wattpad and Webnovel as Generation Z Reading in the Digital World	Through readings of Wattpad and Webnovel forums, it was discovered that in cyberspace literary works, Gen Z demonstrates features of originality and potential

			that support the generation's capacity for character creation, literary creativity, and innovation.
5.	Al Falaq, Suprayogi, Susanto, & Husna (2021)	Exploring The Potentials of Wattpad For Literature Class	The article demonstrated that Wattpad is useful for increasing students' motivation to improve their participation in acquiring literary competencies.
6.	Permatasari, Wijayanto, & Kristina (2020)	Extensive Reading on Wattpad and Its Benefits to Students' English Skills: Students' Perceptions	The study's conclusions demonstrated that students' attitudes regarding extensive reading on Wattpad are favorable and can be divided into three categories: cognitive, affective, and conative.
7.	Rabang, Tajolosa, & Beguina (2021)	Impact of Wattpad Reading on Filipino Junior High School's Reading Habit and Social Values	Data indicated that Wattpad's role as a reading platform had a favorable impact on the reading preferences and morals of its young users. Unquestionably, participants who regularly connect with Wattpad have improved in maturity, self-reflection, motivation, imaginative creativity, and enjoyment of reading.
8.	Falguera-García & Selfa-Sastre (2021)	Networked Poetry: Reading and Writing on Wattpad	As a result, Wattpad serves as a useful tool for its users to learn about literature. Thus, we may say that this literature upholds the themes as well as the rhythmic and formal elements of poetic tradition, which contrasts with the digital setting in which this poetry was created and disseminated.
9.	Apriyani (2020)	Pembelajaran Sastra Populer Berbasis Wattpad Sebagai Upaya Peningkatan Kemampuan Literasi Baca Tulis	The study's findings demonstrate that kids' literacy skills can be improved with the aid of the Wattpad app. The utilization of Wattpad is thought to give pupils an engaging educational experience.
10.	Yanti, Ibrahim, Zabadi, & Rahman (2022)	Reception of Digital Novel Readers (Role of Indonesian Readers in Wattpad Application)	The findings indicate that thesis 2 has the most significant reception, with a high level reception of 71.5%. The second thesis in Jauss' response suggests that a literary work can stir up a reader's memory to elicit a particular emotional state.
11.	Tamrin & Basri (2020)	Respon Pembaca Wanita Terhadap Novel Di Situs Wattpad	The study found that female readers' reactions to novels on the Wattpad website were different from male readers. Female readers with a background in high school education gave greater feedback on the literary element, characterizations, storyline, and language. The majority of readers responded to novels with driven stories and a submissive attitude.

12.	Ganie, Miranda, & Yusuf (2021)	Students' Attitude toward the Use of Wattpad in Reading Comprehension	The study found that vocabulary is the most impacted aspect of reading, followed by comprehension skills, fluency, phonemic awareness, and comprehension abilities. It also found that 6 respondents had a neutral attitude toward using Wattpad, 4 had a negative attitude, and 10 had a favorable perspective.
13.	Contreras, Gonzaga, Trovela & Kagaoan (2015)	The "Wattyfever": Constructs of Wattpad Readers on Wattpad's Role in Their Lives	The researchers determined what prompted participants to read on Wattpad, such as proximity to others, an interest in reading, social media, boredom, no expense and convenience. They also discovered incentive aspects such as learning satisfaction and emotional pleasure, and that reading on Wattpad has become an integral part of their lives, making it difficult to disengage.
14.	Kaya, Z., Kaya, S. F., Sağun, & Şen Koç (2019)	The Analysis of Risk Behavior Tendencies of Teenagers According to the Use of Wattpad and Some Socio-Demographic Variables	Teenagers have the highest mean ratings for dietary habits and suicidal tendencies, according to the findings. Males are often reported to engage in more risky behaviors, and the frequency of these actions rises with age. Lastly, there was a substantial correlation between the usage of the Wattpad application and risky behaviors.
15.	Khasanah (2020)	The Effect Of Wattpad Application Toward Students' Reading Comprehension On Narrative Text Of Tenth Grade At SMAN 1 Rangsang	There is a considerable difference between pupils' reading comprehension achievement before and after using the Wattpad program, as demonstrated by the sig (2 – tailed). Therefore, it can be concluded that using the Wattpad program has a considerable favorable influence on pupils' reading comprehension.
16.	Jusmaya (2020)	The Effectiveness of Using Wattpad on Development Students' Writing Ability	In light of the findings, it was determined that there was a statistically significant difference between the pre-test score and the post-test score at the 0.05 level. This indicates that teaching writing through the use of Wattpad had a considerable effect on the students' capacity to write.
17.	Adiningtyas (2020)	The Effectiveness of Using Wattpad to Improve Students' Writing Skill in Vocational High School	This research found that 13 students felt comfortable and enjoyed using Wattpad to learn how to write recount texts, while 12 students did not find it enjoyable or comfortable.

18.	Ramadhanti, Gailea, & Evenddy (2021)	The Influence of Using Wattpad Application toward Students' Reading Comprehension in Narrative Text	The findings indicated that making use of the Wattpad program had a substantial impact on the students' overall reading abilities, particularly with regard to their comprehension of narrative writings.
19.	Fitriyah, Nisa', & Pandin (2022)	The Popularity of The Wattpad Application in Increasing Millennial Generation's Literacy Through Literary Works	It demonstrates that Wattpad has a significant role in raising people's interest in literature, particularly among millennials.
20.	Poliakova (2022)	The prospects of Wattpad: Virtual Library of the future or a publisher's submission site?	The conclusion of the article is that Wattpad does not intend to cause a disruption in the publishing ecosystem. This is due to the fact that the values that were included into the design of the platform are quite similar to the values that are held by traditional publishers.

## DISCUSSION

### 1.1 Wattpad App for Students' Reading Skills and Reading Comprehension

Based on previous studies, the Wattpad app positively influences students' reading skills and comprehension. Ganie, Miranda, & Yusuf (2021) asked 20 participants in their research whether they think Wattpad has affected their reading skills. The results showed 100% of the participants answered 'Yes.' Since Wattpad is an app for reading, it can influence readers' reading skills.

One of the reading skills that Wattpad most influences is comprehension. Ramadhanti, Gailea, & Evenddy (2021) found in their study that students who were taught using Wattpad got the better achievement. The students did not feel bored and enjoyed when learning reading. From reading on Wattpad, students indirectly train their comprehension skills because they have to understand the context of the stories they read. In addition, most stories on Wattpad use language that is easy to understand with light vocabulary (Ganie, Miranda, & Yusuf, 2021). It can be concluded that Wattpad can be used as media to support teaching and learning (Khasanah, 2020).

### 1.2 Wattpad App for Students' Writing Skills

Wattpad is considered to be able to enhance students' writing skills. The internet environment in Wattpad allowed students to pour their ideas without interruption so that everything that came into their minds flowed smoothly. Students who were taught using Wattpad were more adept at participating in writing activities and more creative in expressing their ideas (Jusmaya, 2020). According to Adiningtyas (2020), Students feel more confident when they wish to publish their written work or narrative on Wattpad since they may receive feedback, comments, and criticism from readers without facing them directly.

### 1.3 Wattpad App for Students' Reading Habits

Wattpad, as a reading platform, positively impacts its users' reading habits. In their study about students' attitudes toward using Wattpad, Ganie, Miranda, & Yusuf (2021) found that Wattpad increases students' level of reading frequency. Many interesting stories they

find on Wattpad can be the cause of it, and this makes them want to read more often. Wattpad also influences students' preferred genres. They prefer fictional books to non-fictional ones (Permatasari, Wijayanto, & Kristina, 2020). Rabang, Tajolosa, & Beguina (2021) showed the most favored genres are mystery, fantasy, romance, and horror. According to the respondents, these genres help them relax and forget their worries and problems. From reading Wattpad, additionally, they have grown in maturity, self-awareness, drive, imaginative creativity, and love of reading.

#### **1.4 Wattpad App for Literary Works**

Wattpad is a website that hosts various pieces of written material. It demonstrates that Wattpad significantly raises people's interest in literature, particularly among millennials. (Fitriyah, Nisa', & Pandin, 2022). According to Falguera-García & Selfa-Sastre (2021), the comments section of Wattpad becomes a platform for discussion on literary aspects and a forum for meta-poetic reflection. Anggitasari, Tarwana, Febriani, & Syafryadin (2020) found in their study that many students could mention their personal beliefs that were brought back when they discussed some parts of the story and they might reflect on their own experiences, attitudes, or knowledge. Thus, Wattpad becomes an effective tool for literary learning among its users (Falguera-García & Selfa-Sastre, 2021).

## **CONCLUSION**

Wattpad has positive impacts on students' language skills, writing skills, comprehension, and reading habits, as well as fostering an interest in literature and developing essential life skills such as self-reflection, motivation, creative imagination, maturity, and a love of reading.

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